

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
20 February 2003 (20.02.2003)

PCT

(10) International Publication Number  
**WO 03/013678 A1**

(51) International Patent Classification<sup>7</sup>: **A63F 13/00**

(21) International Application Number: **PCT/US02/25105**

(22) International Filing Date: **6 August 2002 (06.08.2002)**

(25) Filing Language: **English**

(26) Publication Language: **English**

(30) Priority Data:  
09/927,742      10 August 2001 (10.08.2001)      US

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(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, OM, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

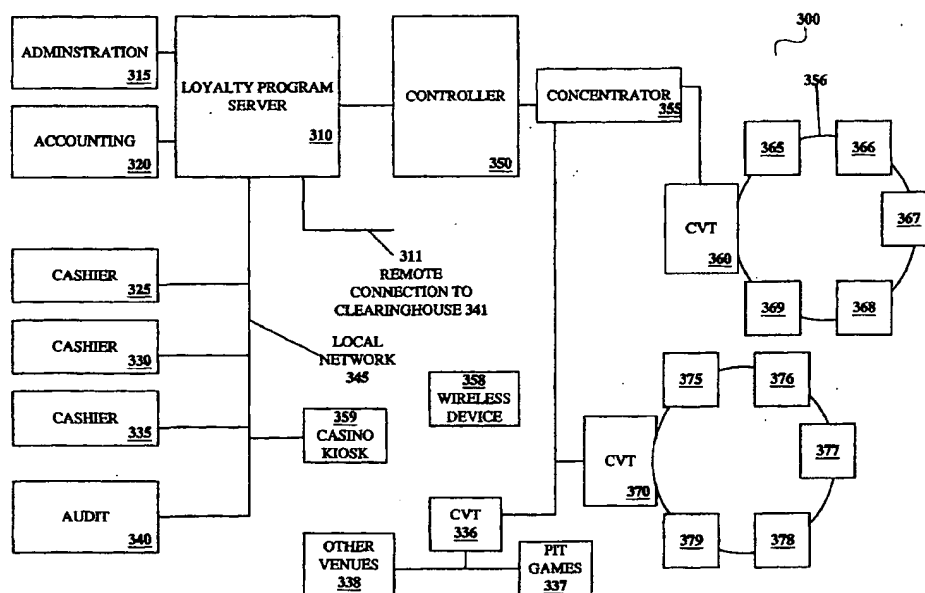
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Published:  
— with international search report

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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: **FLEXIBLE LOYALTY POINTS PROGRAMS**



(57) Abstract: A loyalty program transaction network (345) to be used in a casino or other venues (338). Loyalty points are issued to patrons of either gaming machines (365-369, 375-379) or table games (337). Loyalty points may be awarded to a player without the player first being identified to the network. The loyalty points may be stored on a loyalty point instrument such as printed tickets, magnetic-striped cards, room keys, portable wireless devices and may be redeemed at a casino kiosk (359), cashier (325, 330) or at the gaming machine (365-369, 375-379).